

## Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 R

DRAFTED BY COM/SAD/CEJOHNSON/EMB

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/UK/EMBELDEN

COM/FR/SBEVANS

COM/SW/RTURNER

COM/DM/HHEIKENEN

EUR/NE/NACHILLES (INFO)

----- 019988

P 292142Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY LONDON PRIORITY

AMEMBASSY PARIS

AMEMBASSY THE HAGUE

AMEMBASSY BERN

UNCLAS STATE 206607

E.O. 11652: NA

YAGS: BEXP, UK, FR, NL, SZ

SUBJECT: OUTLINE FOR SUBMISSION OF DATA ON STORES

PARTICIPATING IN FY '76 IN-STORE PROMOTIONS

1. IN ORDER TO ASSURE A WELL PLANNED PROMOTION PROGRAM WHICH WILL REFLECT FAVORABLY ON THE FINAL OUTCOME OF THE IN-STORE PROMOTION WHICH WILL BE HELD IN YOUR COUNTRY WE ASK THAT YOU OBTAIN THE FOLLOWING INFORMATION FROM THE DEPARTMENT STORES INVOLVED IN THE PROMOTION OF U.S. CONSUMER GOODS:

A. IDENTIFICATION OF THE RETAIL OPERATOR: THE POST SHOULD INDICATE WHETHER THE STORE IS FINANCIALLY AND OPERATIONALLY CAPABLE OF SUCCESSFULLY CARRYING THROUGH

THE PROJECT.

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B. DESCRIPTION OF THE PROPOSED PROMOTION:

--- (1) PROJECTED VOLUME OF PURCHASES AT MANUFACTURERS  
SELLING PRICE.

--- (2) LISTING OF PRODUCT CATEGORIES TO BE FEATURED.

--- (3) NEW-TO-MARKET PRODUCTS EXPECTED.

--- (4) PURCHASING PLANS: ARE BUYERS TEAMS, BUYING  
OFFICES, WHOLESALERS, ETC. TO BE USED?

--- (5) SALES PROMOTION PLANS: SPECIAL ADVERTISING,  
DISPLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT EXPECTED  
TO BE SPENT AS SALES PROMOTION.

---(6) DATES AND DURATION.

--- (7) NUMBER AND LOCATION OF OUTLETS INVOLVED.

--- (8) ANY PROVISION OF SPECIAL EXHIBITS, DECORATIONS.

--- (9) ASSISTANCE TO SPECIAL BUYING TEAMS TO BE SENT  
TO U.S.

--- (10) ANY OTHER PERTINENT DATA WHICH WILL ENABLE  
COMMERCE TO GET A BETTER PROFILE OF THE STORES WHICH WILL  
HOLD IN-STORE PROMOTIONS.

2. COMMERCE LOOKS FORWARD TO RECEIVING AN EARLY REPLY  
SO THAT IT MIGHT PREPARE TO RENDER THE BEST POSSIBLE  
SERVICE IN ORDER TO MAKE THE IN-STORE PROMOTION AN OVER-  
WHELMING SUCCESS. INGERSOLL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 29 AUG 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Content Flags:**  
**Review Date:** 30 JAN 2003  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OUTLINE FOR SUBMISSION OF DATA ON STORES PARTICIPATING IN FY '76 IN-STORE PROMOTIONS  
**TAGS:** BEXP, UK, FR, NL, SZ  
**To:** LONDON MULTIPLE  
**Type:** TE  
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